

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 949964 /		<u>Alt Order #</u>
<u>Product</u> Issue		
<u>Contract Dates</u> 10/03/12 - 11/06/12		<u>Estimate #</u> AMAFCA BOND 2012
<u>Advertiser</u> AMAFCA		<u>Original Date / Revision</u> 09/24/12 / 09/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfeifferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 180.30
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Griffin & Associates
Attention: David Empey
119 Dartmouth Dr. SE
Albuquerque, NM 87106

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	10/03/12	10/19/12	6a A7N More In The AM	6-7a		:30				NM	6	\$7,200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--				2	\$1,200.00	5.30			
	Week:	10/08/12	10/14/12	MTWTF--				2	\$1,200.00	5.30			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$1,200.00	5.30			
N 3	KOAT	10/03/12	10/19/12	Good Morning America	7-9a		:30				NM	6	\$4,800.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--				2	\$800.00	6.10			
	Week:	10/08/12	10/14/12	MTWTF--				2	\$800.00	6.10			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$800.00	6.10			
N 9	KOAT	10/03/12	11/02/12	The View 10-11a	10-11a		:30				NM	6	\$2,700.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--				2	\$450.00	3.20			
	Week:	10/08/12	10/14/12	-----				0	\$0.00	0.00			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$450.00	3.20			
	Week:	10/22/12	10/28/12	-----				0	\$0.00	0.00			
	Week:	10/29/12	11/04/12	MTWTF--				2	\$450.00	3.20			
N 10	KOAT	10/03/12	10/19/12	Ellen 3-4p	3-4p		:30				NM	6	\$2,250.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--				2	\$375.00	2.40			
	Week:	10/08/12	10/14/12	MTWTF--				2	\$375.00	2.40			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$375.00	2.40			
Totals										180.30		41	\$30,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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949964 /	

Contract Dates	Product	Estimate #
10/03/12 - 11/06/12	Issue	AMAFCA BOND 2012

Advertiser	Original Date / Revision
AMAFCA	09/24/12 / 09/24/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	27	\$19,000.00	\$16,150.00
10/29/12 - 11/06/12	14	\$11,000.00	\$9,350.00
Totals	41	\$30,000.00	\$25,500.00

Signature: _____ Date: _____

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